

REMARKS

Claims 1-8 and 14-30 are pending in the application.

By the foregoing Amendment, claims 1 and 2 are amended. Non-elected claims 8-13 are cancelled without prejudice or disclaimer. New claims 14-30 are added.

These changes are believed not to introduce new matter, and entry of the Amendment is respectfully requested.

Based on the above Amendment and the following Remarks, Applicant respectfully requests that the Examiner reconsider all outstanding objections and rejections, and withdraw them.

Election/Restriction Requirement

In paragraph 2 of the Office Action, it was noted that a complete reply to a final rejection must include cancellation of nonelected claims or appropriate other action. Although the present Office Action is not final, the none-elected claims are canceled herein without prejudice or disclaimer in order to further prosecution of this application.

Rejection under 35 U.S.C. § 112, ¶ 2

In paragraph 3 of the Office Action, claim 1 was rejected under section 112, paragraph 2 due to lack of insufficient antecedent basis for “said sheet” in line 8. This rejection is overcome by the amendment of claim 1 to change “said sheet” to “said paper sheet” in line 8. A similar amendment is made to the last line of claim 1.

In paragraph 4 of the Office Action, claim 1 was also rejected under section 112, paragraph 2 for lack of antecedent basis for “the contour.” This rejection is overcome by the amendment of claim 1 to recite “a card area having a contour.”

In paragraph 5 of the Office Action, claim 2 was rejected under section 112, paragraph 2 for lack of antecedent basis for “said uncut region.” This rejection is overcome by the amendment of claim 2.

Rejections under 35 U.S.C. § 103

1. Claims 1-3, 5, and 6

In paragraph 6 of the Office Action, claims 1-3, 5, and 6 were rejected under section 103(a) as being unpatentable over Charley in view of Crum et al. This rejection is believed to be overcome by the amendments to claim 1.

The present invention is directed to a printed single paper sheet having a contour and having printed matter on at least a front face thereof, the printed matter containing card information printed in a card area having a contour smaller than the contour of the paper sheet, and the printed paper sheet having other information outside the card area, a polyfilm patch adhered over the card area and over the card information printed thereon, a thin flexible patch of magnet material adhesively secured on a rear face of the paper sheet and extending over the card area, the patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of the card area, a die-cut in the paper sheet delineating the contour of the card area and extending through said

polyfilm patch and paper sheet and into the patch of magnet material, and holding means along the die-cut to hold the die-cut card in the paper sheet.

This construction not only permits the card area of the carrier sheet to be printed at the same time as the rest of the carrier sheet, but also permits printing of the carrier sheet with the patch of magnet material secured to the rear face thereof. One purpose of this construction is to provide a magnetic “refrigerator” card or decal that permits the same quality printing to appear on a carrier sheet with which the card or decal is integrally formed, and on an envelope for the carrier sheet and card, particularly where the carrier sheet is folded into two or more panels to form a mailer. This construction also provides a magnetic card that can be separated from its carrier sheet, and a carrier sheet that eliminates matching errors between a letter printed on the carrier sheet and information printed on the front face of the magnetic card.

It was conceded in the Office Action that “Charley does not disclose a burstable holding means along the die-cut.” Crum et al. was cited as teaching “a carrier sheet having a card (80) with having [*sic*] a die cut line (78) with burstable holding tabs (84) formed along the die cut to prevent the card from detaching.”

However, the combination of Charley and Crum et al. as proposed in the Office Action does not teach a printed single sheet of paper, the paper sheet having other information outside the card area, or the patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of the card area. Therefore, it is respectfully submitted that the invention as recited in amended claim 1, and in the claims depending therefrom, is patentable over Charley in combination with Crum et al., and that the rejection should be withdrawn.

2. Claims 1 and 4

In paragraph 7 of the Office Action, claims 1-7 were rejected under section 103(a) as being unpatentable over Schmidt in view of Charley, and further in view of Crum et al. This rejection is respectfully traversed as being based upon a combination of references that do not teach or suggest the claimed invention.

In the Office Action, it was conceded that "Schmidt does not disclose wherein the card portion of the carrier sheet comprises: a printed paper sheet having printed matter containing card information; a polyfilm patch adhered over the card information; a thing flexible patch of magnet material adhesively secured on a rear surface of the paper sheet; a shaped die cut in the sheet extending through the polyfilm patch, paper sheet, and into the magnet material; and a holding tab means to hold the card in the sheet." Charley was accordingly cited as teaching all these features, except for "the label card portion compris[ing] a holding tab means to hold the card in the sheet." It was conceded that Charley did not teach a holding tab means; Crum et al. was cited as teaching a holding tab means.

Charley discloses a label construction in which the contours of the magnet 12, the printed material 14, and the transparent covering 18 are nearly co-extensive, with the perimeter of the magnet 12 extending slightly beyond the printed material 14 and the transparent covering 18. Charley's label is constructed in such a way that printing is applied to the label stock or paper first, the label stock or paper being cut to size before being adhered to the magnet. Schmidt's label is actually similar to the label stock described by Charley. Thus, if Charley's teachings were applied to Schmidt, one of ordinary skill in the art would be led to apply Schmidt's pre-scored label portion

4 to Charley's magnet 12 in place of Charley's label stock. The result would be very similar to the magnet and printed material portions of the label taught by Charley, in that the contours of the magnet 12 and the printed material 14 would be nearly co-extensive (see Charley's Figure 5 embodiment, in which the label 10 comprises a rectangular magnet 12 and printed material 14 applied thereto, the magnet 12 and printed material 14 being enclosed in a pocket 38 formed by transparent covering 18 and clear film 24, which pocket 38 can be burst along serrations 40 in the transparent covering 18 to allow removal of the magnet 12 with printed material 14).

It is respectfully submitted that applying Charley's teachings to Schmidt thus would not result in the claimed carrier sheet in which a printed single paper sheet has a contour and has printed matter on at least a front face thereof, the printed matter containing card information printed in a card area having a contour smaller than the contour of the paper sheet, and the printed paper sheet having other information outside the card area, a polyfilm patch adhered over the card area and over the card information printed thereon, and further comprising a thin flexible patch of magnet material adhesively secured on a rear face of the paper sheet and extending over the card area, the patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of the card area, a die-cut in the paper sheet delineating the contour of the card area and extending through said polyfilm patch and paper sheet and into the patch of magnet material, and holding means along the die-cut to hold the die-cut card in the paper sheet.

Therefore, it is respectfully submitted that the invention as recited in amended claim 1, and in claim 4 depending therefrom, is patentable over the proposed combination of Schmidt in view of Charley and further in view of Crum et al., and that the rejection should be withdrawn.

3. Claim 7

In paragraph 9 of the Office Action, claim 8 was rejected under section 103(a) as being unpatentable over Charley in view of Crum et al., and further in view of Peterson. This rejection is respectfully traversed as being based upon a combination of references that do not teach or suggest the claimed invention.

Claim 7 depends from claim 1, and recites that “said printed paper sheet is machine foldable in panels to constitute a glue fold envelope mailer containing an outer printed address panel, and an inner printed message form containing said die-cut card in a panel thereof.”

In the Office Action, it was conceded that “Charley does not disclose a paper sheet that is machine foldable in panels to constitute a glue fold envelope mailer containing an outer address panel, and an inner printed message form containing the die-cut card in a panel.” Peterson was cited as teaching “a paper sheet (10) having foldable panels to constitute a glue fold envelope mailer...”

Peterson cannot remedy the deficiencies of Charley and Crum et al. with respect to the limitations of claim 1, from which claim 7 depends, because Peterson does not teach or suggest including a patch of magnet material. It is therefore respectfully submitted that the invention as recited in claim 7 is patentable over the cited prior art for substantially the same reasons as stated above with respect to claim 1, and that the rejection should be withdrawn.

New Claims 16-30

It is respectfully submitted that new claims 14 and 15, which depend from claim 1, are patentable over the prior art of record for at least the reasons discussed above with respect to the rejections of claim 1.

New independent claims 16 and 24 are believed to be patentable over the prior art of record because the prior art of record does not teach or suggest a carrier sheet comprising a single sheet of paper with a card area smaller than the contour of the paper sheet, a polyfilm patch adhered over the card area on the front face of the paper sheet, a thin flexible patch of magnet material adhesively secured on the rear face of the paper sheet and extending over the card area, the patch of magnet material having a contour smaller than the contour of the paper sheet and larger than the contour of the card area, a die-cut in the paper sheet delineating the contour of the card area and extending through the polyfilm patch and paper sheet and into the patch of magnet material, and holding means along the die-cut to hold the die-cut card in the paper sheet.

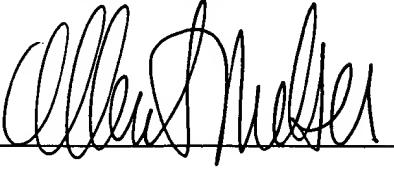
Conclusion

All objections, requirements, and rejections have been complied with, properly traversed, or rendered moot. Thus, it now appears that the application is in condition for allowance. Should any questions arise, the Examiner is invited to call the undersigned representative so that this case may receive an early Notice of Allowance.

Favorable consideration and allowance are earnestly solicited.

Respectfully submitted,

JACOBSON HOLMAN PLLC

By: 

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Customer No. 00,136
400 Seventh Street, N.W.
Washington, D.C. 20004
(202) 638-6666

Allen S. Melser
Registration No. 27,215